ALAN WINTER

BUSINESS & OPERATIONS | COMMERCIAL LEADERSHIP | CREATIVE & DIGITAL

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PROFESSIONAL PROFILE

Senior hospitality operations leader with over 25 years' experience across bars, restaurants, live events and multi-site businesses. Managing Director of CIRCA Group for 15 years, leading three distinct Central London operations.

Combines commercial judgement with hands-on operational leadership, covering financial performance, venue openings, licensing, recruitment and team development. Experienced in negotiating leases and supplier agreements, building stakeholder relationships and maintaining standards in high-volume environments. My experience also extends into business concept development, brand direction, website development, digital marketing and practical AI-assisted workflows.

CORE EXPERTISE

Multi-site operations • P&L management • Commercial strategy • Team leadership
Recruitment & training • Licensing & compliance • Venue openings & refurbishments
Event operations • Supplier & lease negotiation • Stakeholder engagement • Health & safety

PROFESSIONAL EXPERIENCE

Managing Director

CIRCA Group | Central London | 2011-2026

Led the strategic, commercial and operational performance of an independent hospitality group spanning three Central London operations.

CIRCA Soho - Destination DJ & cocktail bar, **130 capacity**
CIRCA Embankment - Nightclub, **700 capacity**
Hungerford House - Casual dining bar & restaurant, **50 covers**

• Directed daily operations, financial performance, budgeting and long-term business strategy across all three operations.

• Opened new venues, delivered major refurbishments and negotiated commercial leases, supplier contracts and service agreements.

• Recruited, trained and developed management and operational teams, maintaining high service and compliance standards.

• Built relationships with landlords, licensing authorities, Westminster Council, the Metropolitan Police and community stakeholders.

• Developed the CIRCA brand and marketing strategy to strengthen customer engagement and commercial performance.

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CAREER CONTINUED & SELECTED PROJECTS

Group Development Manager

Cutting Edge Bars | 2009-2011

Supported operational and commercial performance across five hospitality venues. Worked with senior teams and venue managers on business improvement, guest experience, consistent standards and commercial growth.

General Manager / Operations

Ku Bar Group | 2006-2009

Managed two high-volume Central London venues and large hospitality teams. Led daily operations, recruitment, training and team development, improving service standards, customer experience and profitability while maintaining compliance.

General Manager

Boulevard Brasserie | Covent Garden | 2004-2006

Managed a busy three-floor restaurant with high-volume all-day trading and pre-theatre dining. Oversaw front and back-of-house operations, staffing and service standards to deliver smooth service and a strong guest experience.

Event Operations & Hospitality Team Leader

Esprit Hospitality | 2002-2004

Delivered hospitality at high-profile events in the UK and internationally, including butler and silver service. Regularly selected to lead teams from specialist crews to over 100 staff.

• Briefed teams, allocated staff and managed attendance to ensure seamless event delivery.

• Worked at events including Elton John’s wedding, the BRIT Awards, the British Television Awards, the Lord Mayor’s Reception, a Royal birthday celebration and a visit by the U.S. Secretary of State.

• One of two Assistant Trainers delivering the company’s recruitment, assessment and training programme.

SELECTED BUSINESS & DIGITAL PROJECTS

Commercial thinking applied to service development, brand presentation and digital customer journeys.

MOVENO Group | Business concept & digital development

Developed a connected network of five hospitality service offerings, bringing together commercial planning, brand direction, website architecture, content, SEO and AI-assisted website development.

Queen of Bites | Hospitality audits, brand & digital

Developed an anonymous hospitality audit concept focused on customer experience and practical business improvements, supported by brand identity, website development and digital marketing.

EDUCATION & PROFESSIONAL QUALIFICATIONS

BTEC National Diploma in Business

GCSEs

Current Personal Licence Holder